Philips
commercial flat HDTV

37"
LCD HDTV monitor

37HF7544D

Picture the Interactive possibilites

with the Philips Flat LCD HDTV

This Pro:idiom equipped LCD TV delivers a superior picture for your guests. Philips' advanced LCD technologies produce razor sharp images and brilliant colors. The SmartPlug interface provides seamless pay-per-view sytem connectivity.

System ready and future proof
- HD content protection - Pro:Idiom™
- Compatible with all major PPV systems
- SmartPlug Xpress interface

Best total cost of ownership
- Smart Cloning
- External loudspeaker connector
- Installation menu locking

Maximum guest comfort
- Welcome message on screen display
- Volume limitation
- Switch On Channel Programming

Great viewing experience and guest comfort
- HDTV for Hospitality

PHILIPS
sense and simplicity

Commercial flat HDTV
37" LCD HDTV monitor

37HF7544D/27

Specifications

Picture/Display
- Aspect ratio: Widescreen
- Brightness: 500 cd/m²
- Contrast ratio (typical): 800:1
- Diagonal screen size: 37 inch / 94 cm
- Display screen type: LCD WXGA Active Matrix TFT
- Picture enhancement: Progressive Scan, 3/2 - 2/2 motion pull down, Digital Noise Reduction, Jagged Line Suppression, Active Control, Luminance Transient Improver, Dynamic contrast
- Screen enhancement: Anti-Reflection coated screen
- Viewing angle (H / V): 176 / 176 degree
- Panel resolution: 1366 x 768p
- Response time (typical): 8 ms

Supported Display Resolution
- Video Formats

Resolution	Refresh rate
640 x 480i	1Fh
640 x 480p	2Fh
720 x 576i	1Fh
720 x 576p	2Fh
1280 x 720p	3Fh
1920 x 1080i	2Fh

- Computer formats

Resolution	Refresh rate
1024 x 768	60Hz
640 x 480	60, 67, 72, 75Hz
800 x 600	56, 60, 72, 75Hz

Sound
- Sound Enhancement: Auto Volume Leveller
- Sound System: Stereo, Virtual Dolby Surround
- Output power (RMS): 2 x 15W

Convenience
- Ease of Installation: Fine Tuning, PLL Digital Tuning, Wireless Smart Loading, Program Name, Advanced Hotel Mode
- Ease of Use: Auto Volume Leveller (AVL), Smart Picture Control, Smart Sound Control
- Screen Format Adjustments: Auto Format, Widescreen
- Clock: Sleep Timer
- VESA Mount: 800 x 400 mm
- Comfort: Hotel Guest features
- On-Screen Display languages: English, French, Spanish

Tuner/Reception/Transmission
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- TV system: NTSC, ATSC
- Video Playback: NTSC, PAL
- Aerial Input: 75 ohm coaxial (IEC75)
- Tuner Display: PLL
- Number of Preset Channels: 125
- Cable: Unscrambled Digital Cable -QAM
- Terrestrial: ATSC (8VSB)

Connectivity
- Number of AV connections: 5
- AV 1: YPbPr (2fh), Audio L/R in
- AV 2: CVBS, Audio L/R in
- AV 3: VGA PC-in, YPbPr (2Fh), Audio L/R in
- AV 4: HDMI
- AV 5: HDMI
- Front / Side connections: CVBS in, S-video in, Audio L/R in
- Connectivity Enhancements: RJ12 connector, RJ45 connector, HM-Link, SmartCard Xpress box ready, External Loudspeaker connector
- Other connections: Audio constant level out, PC-in VGA + Audio L/R in, Antenna IEC75

Power
- Power consumption: 235 W
- Ambient temperature: 5 °C to 40 °C
- Mains power: 120V, 50-60Hz
- Standby power consumption: 2 W <

Dimensions
- Color cabinet: Silver Frost & Black Deco Front
- Set dimensions in inch (W x H x D): 43.5 x 24.02 x 5.59 inch
- Set dimensions with stand in inch (W x H x D): 43.5 x 25.51 x 9.41 inch
- Box dimensions in inch (W x H x D): 45.67 x 32.01 x 11.42 inch
- Product weight (lb): 59.41
- Weight incl. Packaging (lb): 79.26
- VESA wall mount compatible: 800 x 400 mm

Accessories
- Included Accessories: Power cord, Table top stand, Wall mounting bracket
- Optional accessories: Wireless SmartLoader 22AV1120, Wired SmartLoader 22AV1125, Guest remote control, Set up Remote RC2573GR, Mounting brackets/ stands

Loudspeakers
- Built-in speakers: 2

Highlights

HDTV for Hospitality
There are many ways you may choose to offer HDTV to your guests, but regardless of the source, Philips Hospitality televisions will always deliver the best viewing experience possible to your guests by utilizing the most advanced FlatTV displays and award winning technologies such as Pixel Plus 3 HD.

HD content protection
Content protection technology specially created for the hospitality industry which allows guest to enjoy first run movies and other premium content in true HD quality. (Pro:Idiom™ is a trademark of Zenith Corp.)

Smart Cloning
Philips offers the most flexible and easiest cloning options for hospitality applications. Take advantage of wireless or wired cloning convenience to quickly and easily copy all TV settings from one set to all others in a system configuration.

PPV system compatible
Philips Hospitality sets are designed to be compatible with all major Pay Per View systems, including, but not limited to, LodgeNet, OnCommand, NxTV, GuesTek, nStreams, Hospitality Network, and KoolConnect. This guarantees seamless integration in almost any system configuration.

SmartPlug Xpress
The SmartPlug Xpress communication port (RJ-12) is compatible with all major premium entertainment services. The protocols enables the TV connection with external decoders, set-top boxes and PC based solutions.

External loudspeaker connector
Amplified audio connector for easy installation of external speakers (like for bathrooms), eliminating the need for investments in external equipment

Installation menu locking
Prevents unauthorized access to installation and configuration settings, to ensure maximum guest convenience and avoid unnecessary reprogramming costs.

Welcome message
A welcome greeting is displayed each time the TV set is switched on.

Volume limitation
This feature predefines the volume range with which the TV set is allowed to operate, preventing excessive volume adjustments and avoiding disturbance of next door guests.

Issue date 2009-03-06

Version: 3.1.8

12 NC: 8670 000 24051
UPC: 6 09585 11454 8

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